

Attorney Docket No.: SCEI 18.302 (100809-16225)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventors: Ken KUTARAGI et al.

Serial No.: 09/780,995

Filed: February 9, 2001

Title: **IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS ADVERTISING SERVER, AND PROGRAM-TRANSFERRING MEDIUM FOR REALIZING IN-CONTENTS ADVERTISING**

Examiner: Raquel Alvarez

Art Unit: 3688

Confirmation No.: 5881

July 31, 2009

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the Office Action mailed April 16, 2009, setting a three-month period for response, submitted herewith is a petition for a one-month extension of time, extending the period for response to August 16, 2009. Please amend the above-identified application as follows: